

Client: Utah
Source: BreakingTravelNews (Web)
Date: 03 March 2011
Page: N/A
Reach: 8311
Value: 50



Western River Expeditions river rafting pioneer heralds 50 years on American Rivers

Fifty years ago Western River Expeditions helped pioneer the concept of river rafting vacations, targeting wilderness canyons and white water rivers in the American West that five decades later continue to amaze gadget-driven, world-weary clients who may find themselves in raw nature for the first times in their lives.

From humble beginnings Western River Expeditions (WRE) now offers multi-day rafting itineraries on the Colorado River in [Utah](#) and Arizona, Utah's Green River, the Salmon River in Idaho and the Snake River along the Oregon-Idaho border. WRE has the distinction of being the single largest licensed outfitter offering rafting trips through the Grand Canyon.

To celebrate a half century in business and help guests preserve their extraordinary memories, all guests on 2011 adventures will receive a special gift from Western River and trip-partner Shutterfly. On every multi-day trip guests will help celebrate over freshly baked Dutch-oven birthday cake. Plus, for those celebrating a 50th birthday or anniversary of their own, they will receive a \$50 gift certificate from the Moab Adventure Center (a division of the company) for, among others, rafting, hot air ballooning, mountain biking and 4-wheel drive tours.

Said Brandon Lake, WRE vice president, "In addition to the extraordinary natural settings in which we operate, our commitment to professional guides, trip safety, and integrity have secured a position for Western River Expeditions that's second to none in the river rafting industry."

"Every year, Western River Expeditions escorts more people down the rivers we run than anyone else in the business. In addition to thousands of repeat customers each year, more than half of our new guests come each year as a result of the recommendations of past guests," said Lake.

WRE's rafting season runs from March through October on rivers in Utah, Idaho and Arizona. Aside from its river operations, it is also the largest tour provider in Moab, UT, through its division Moab Adventure Center (<http://www.moabadventurecenter.com/>).

To help document its 50 year history and river legacy, all year long the company will be sharing and collecting stories from managers, staff and guides while also encouraging former guests to share and blog about their own tales. See: <http://blog.westernriver.com/blog/western-river-guest-stories>

Tags: western river expeditions

[sourcelink]

<http://c.moreover.com/click/here.pl?z4197924890&z=1250248672>

[/sourcelink]